



H&N Group

## Labelling beverage cans Hygienic and eye-catching

Consumers are putting a higher priority on hygiene. In response to this trend, the H&N Group is marketing an innovative development – and closing another gap in beverage can labelling.

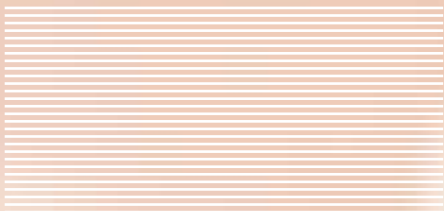
Before they are bought and the contents consumed, beverage cans are usually stacked in open shelves in shops and warehouses. The result is often a layer of dust on the top of the can. Despite this, most consumers simply pull the opening ring and drink, without first cleaning off the contact area. It's anything but hygienic.

### Hygienic protection and space for advertising

**One practical solution is can-top protection** – and it comes with a big bonus for manufacturers. If the can-top design is **eye-catching**, that's just what it will do – catch the prospective consumer's eye.

UV radiation treatment can be used to destroy microorganisms (99.8 % effective), making the can tops **even more hygienic**. The blank lid undergoes this treatment in a tunnel upstream of the labelling machine that applies the hygienic protection.

*Continued on page 2* ►



► Continued from page 1

## Recyclable aluminium foil

The hygienic can-top protection is made of fully recyclable, embossed aluminium foil with all the printing options familiar to customers from bottleneck labels. It's easy to incorporate special promotional features like thermosensitive inks, reverse printing and watermark printing.

## Top cost/benefit ratio

The aluminium foil is supplied in die-cuts which are singled and extracted from a label magazine. A food-grade cold glue is used to fix the protection to the can, with the lid area remaining glue free. In a separate carousel, the foil strips are pressed gently in place and shaped to the can. The compatible labelling machine, a Taxomatic, is delivered by Kronen AG. A Taxomatic can be integrated without problems into an existing can line and will have no impact on filling performance. Canning companies which have switched to can-top labelling report sharp increases in the number of cans sold. The additional cost of can-top labelling is more than compensated for by increased sales.

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## Subsidiary

### "Graphic design for flexography and rotogravure"

### H&N subsidiary GFT is introduced

GFT (Grafikdesign für Flexogravur und Tiefdruck – Graphic Design for Flexography and Rotogravure), a wholly-owned subsidiary of the HN Group, is providing media design services to the Group and to other customers. GFT stands for creative and highly motivated people on a mission to make sure that perfect packaging enhances eye appeal and supports brand identity at the POS!



The GFT **team of media designers** help to **create packaging** that promotes brand recognition and maximizes shelf appeal. Several decades of experience in the packaging sector give the GFT team an outstanding technical background.

### Data management with high-tech equipment

GFT specialists convert data supplied by the customers' advertising agencies into files for the chosen printing process. This involves adapting the input to match specific technical requirements. Tools include the latest Macintosh platforms and server-supported processes. The result is **streamlined workflows and super-efficient data exchange**.

### Small series for striking photos

**Special proofing systems such as Cromalin and digital printing** are used for mini series on the original substrate material. These proofs can be applied to the package and used prior to rollout, eg, for

advertising photos, product catalogues and product launch events. Flexo printing cylinders are produced in-house with impressive time savings thanks to **automated endless assembly of laser-engraved cylinders** in a fast computer to cylinder process.

### A valuable subsidiary for H&N

The H&N Group **profits strongly from close association with GFT**. The repro studio turns ideas from H&N marketing specialists into effective packaging solutions at speed. GFT expertise is always on call and the team's technical input can feed into design consultations at an early stage. Up-to-the-minute information and comprehensive know-how can be brought to bear directly on printing cylinder manufacture to the great benefit of the final packaging product.

GFT has won IHK (German Chamber of Industry and Commerce) awards in the category "Operating und Design" for its trainee programmes for young people. It offers young media design trainees an interesting start on the career ladder.

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From a 2D graphic over a plaster figure to a three-dimensional design

## Award

## Oppack Award: Innovative shrink labels: a taste of the future

Haendler & Natermann has been honoured with the prestigious Oppack Award for the ROSO™ labels on HDPE bottles for yoghurt drinks. H&N shared the prize, awarded by film supplier ExxonMobil, with their customer Campina. Campina set up a complete production line at its Aalter plant in Belgium to produce and label HDPE bottles. The award recognizes the high level of innovation and the technical implementation of the application.

Campina produces the bottles for the yoghurt drink completely in-house, manufacturing the different components on demand for **optimal logistics**. The new development signposts a way forward for dairies that are determined to raise convenience levels for consumers. Two aspects of this trend are reclosable beverage bottles and health-conscious nutrition that includes "food-on-the-go" products.

### Lower-cost alternative to sleeve technology

ROSO™ labels (Roll On Shrink On) allow shrinkage of up to 14%. So if the application involves labelling slightly contoured bottles, shrinkable labels are a very **competitive alternative** to the

highly attractive, but relatively expensive, sleeve labels. ROSO™ labels made of a lower cost material deliver significant savings in unit costs. By contrast, the difference in visual shelf appeal between the two systems is so slight as to be scarcely noticeable.

Wrap-around reel-fed labelling technology for 360-degree labelling guarantees high accuracy and reliability in label application.

### Innovation that pays off

Working closely with Campina, the machine supplier, the adhesive manufacturer and the film supplier, Haendler & Natermann contributed its know-how in label design and production. H&N specialists have **extensive knowledge of sleeve technology and 360-degree polymer film labelling**.

The company believes that applications like this one have tremendous potential especially for the dairy industry. It's yet another example of H&N's ability to deliver what customers want – like innovations that can be achieved at limited extra cost!

The award exposes ROSO™ as an advanced label material





## Folding carton

# Fascination is not a question of price!

Unusual colours and shapes are inevitably going to catch more eyes than packaging that is simple and rather drab – possibly in the cause of economy or to facilitate automatic processing. In this context, it's time to take a fresh look at an old and familiar object: the folding carton. Rectangular, hexagonal or even octagonal.

Starting with flat cutouts, this attractive folding carton **can be erected and glued ready for filling in just one work process**. For food or confectionery manufacturers it's a simple operation. It can be done in house and in volumes to suit demand. This makes it a **cost-saving alternative to pre-glued cartons**. The producers, Wanfried-Druck Kalden GmbH, Germany, supply not only the

cutouts, but also the erecting and gluing machines. Complete with clear instructions – naturally.

### Attractive looks and extra benefits

Like all the other models supplied by Wanfried-Druck, the folding carton shown here can carry extra benefits. There's a **theft-proof version**, for example. Or a "musical box" that plays a tune when opened. **Numerical coding** is another option.

### Fine feathers for fine birds

It would be shortsighted to let the need for a low-cost packing process be the only factor in the choice of packaging, especially in view of the sheer number of food and confectionery products on the market. High-end products in particular need to be packaged in a way that emphasizes their **exclusivity** and **quality** and supports **brand recognition**.



### Exclusive surface finishes

The surface finishes offered by Wanfried-Druck offer solutions for even the most exacting market requirements. They include embossing, hot foil stamping, holograms, Iriodin effects, metallic-effect colours, bronzing or see-through windows.

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